

UA PROMISES 48 FEATURES FOR '54-55

Golf Tournament Best Ever Held

Foursome from IA Local 173, Toronto projectionists union, runner-up in 1953, stepped up into the winner's circle with a 330 that topped JARO's 346 and won the N. A. Taylor trophy at the third annual golf tournament of Ontario's Canadian Pic-

(Continued on Page 8)

Sedgwick Winner On Walsh Slate

With the IATSE administration of Richard F. Walsh of Brooklyn retained by a 798-to-408 vote against the challenge of the slate of Roy M. Brewer of Columbus, Nebraska, Hugh Sedgwick of Hamilton remained Canadian vice-president. He was

(Continued on Page 3)

CANADA WILL HELP COMPANY EARN \$40,000,000 GROSS

Future shortage of product? Not if United Artists can help it, says C. S. Chaplin, Canadian general manager, who points to the "progress report" of Arthur B. Krim, the company's president. A total of 48 features, worth about

'THE TELEGRAM' CRITIC UK FILM STUDIOS

Motion picture editor and of The Telegram, Toronto, Ken Johnson, leaves shortly for a visit to the British Isles, where he will take in the studios and talk to players and film makers. He will be the second Canadian critic of a leading newspaper to head for the Old Country rather than Hollywood in recent months. Frank Morris of the Winnipeg Free Press made this tour earlier this year.

Johnson's approaching departure was made public last week on the front page of The Telegram's second section through a story headed: "What Shall I Ask British Movie Stars?" The story, adorned with photos of Johnson, Muriel Pavlow, Alec Guinness, Norman Wisdom and Joan Rice, invited the readers to send in queries.

Mrs. Johnson will keep the critic company on the trip and the addition of his vacation may extend the length of their stay.

\$40,000,000 to make, will come in 1954-55, beginning September 1. UA is looking to a gross between \$40,000,000 and \$43,000,000 in 1954 and Chaplin and his Canadian crew, which took second in the recently concluded USA-Canada drive in honor of Krim, is doing much to help the company get it.

Krim stated that among the producers working or due to work on the 1954-55 lineup are Joseph Mankiewicz, Robert Rossen, Anatole Litvak, Hecht-

(Continued on Page 3)

Picture Men Help To Set Standards

Members of the industry are taking their places on the various sub-committees of the Canadian Standards Association, which are getting their annual reorganization by new chairmen. The policy is to place theatre representatives on committees

(Continued on Page 6)

Para Signs March

Paramount has signed Fredric March for one of the top roles in William Wyler's The Desperate Hours, which will also star Humphrey Bogart. Dealing with three escaped convicts, the film will be made in VistaVision.

IFD Preps AA Takeover; Moving To Victoria St.

International Film Distributors, due to take over releasing of Allied Artists' product in Canada on September 6, will move to the building presently occupied by the Toronto district office of Dominion Sound Equipments Limited at 386 Victoria Street on October 1, it was announced by D. V. Rosen, Canadian general manager. IFD needs more room than it has now.

The three-floor structure, which has 9,000 square feet, will house the Canadian head office and the Toronto branch, as well as the newly-organized IFD 16 mm. division, which will be headed by Sam Lambert, formerly

(Continued on Page 7)

AA's 'Dynamite Anchorage'

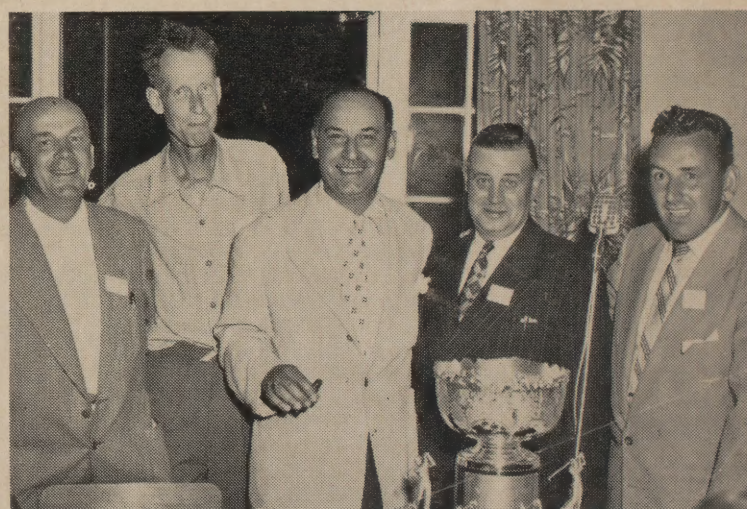
Shooting has started on Allied Artists' Dynamite Anchorage, starring Dane Clark, Wayne Morris and Carole Mathews.

PEI Drive-in Opened; Another Under Way

F. G. Spencer Company has opened its 500-car North River Drive-in, located four miles from Charlottetown, PEI. It is the second on the island.

Work has started on a drive-in near Hope, BC. Builder is Al Trout of Trout Theatres.

Major renovations are under way on Odeon Theatres' 449-seat Odeon in Duncan, BC; on Mescho Triller's 952-seat Dominion in Winnipeg; and J. Rousseau's 500-seat Cinema in Plessisville, Quebec.



IATSE Foursome Takes Home the N. A. Taylor Trophy

A 330 score won Local 173 of the Projectionists' Union, Toronto, the foursome at the Canadian Picture Pioneers tournament, bringing with it the N. A. Taylor trophy, here being presented by the gentleman of the same name, who is the CPP president. Andy Pura, Frank Cox, Ralph Byford and Fred Cross, shown here, topped the 346 of the JARO team, S. Hanson, D. Carman, Tom Knight and Irving Stern.

Para Signs Italian Actress

Milly Vitale, Italian star, has been signed by Paramount to star with Bob Hope in Eddie Foy and the Seven Little Foyes, which is now in production.

AA's 'John Brown's Raiders'

Raymond Massey will star in Allied Artists' John Brown's Raiders, which Charles Marquis Warren will direct. Shooting is scheduled to start soon.

**DOMINION SOUND IN
MORE AMPLE BLDG.
ON OCTOBER FIRST**

Offices of the Toronto district of Dominion Sound Equipments Limited will be moved from Victoria Street to a new building on Wingold Avenue, off Dufferin just north of Eglinton Avenue, in North York, a suburb, states D. E. Daniel, district manager. Street and phone numbers aren't fixed yet. The one-storey structure, with 14,000 square feet, is 5,000 square feet larger than the other premises.

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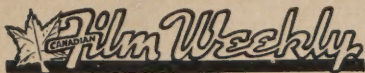
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SEDGWICK WINS

(Continued from Page 1)

opposed by Pat Travers, business agent for Local 173, Toronto at the five-day Cincinnati convention for the vice-presidency guaranteed Canada by IA law. Voting is by slate and not by individual candidate.

About 60 delegates from Canada's 50-or-so IA locals saw the re-election of Sedgwick, who rose to fifth vice-president from eighth through seniority.

Others chosen were Harland Holmden, secretary-treasurer; James G. Brennan, first vice-president; Carl G. Cooper, second vice-president; Harry J. Abbott, third vice-president; Orrin M. Jacobson, fourth vice-president; Albert S. Johnstone, sixth vice-president; William Donnelly, seventh vice-president; John A. Shuff, eighth vice-president, and Mrs. Louise Wright, ninth vice-president.

The convention chose H. W. Lackey, Calgary, as the IA's delegate to the Canadian Trades and Labor Congress at Regina.

In his report President Walsh noted the IA's gains in Canadian TV and its healthy state here under the guidance of Sedgwick, who succeeded the late Wm. P. Covert in 1952 as senior Canadian representative. It is expected that Canadian TV labor, as well as a film cameramen's local now being organized by Sedgwick, will have delegates present at next year's convention.

The return of the administration indicated a rejection of the Brewer charge that local autonomy had been limited by it.

Sedgwick, a prominent figure in Hamilton public life, resigned earlier this year as secretary-treasurer of the Ontario Federation of Labor. He is at present attending the Regina meeting as a delegate from his local.

20th-Fox 'Untamed'

Stage and screen actress Agnes Moorehead has joined 20th Century-Fox' Untamed, cast of which is headed by Tyrone Power, Susan Hayward and Victor Mature. Henry King will direct the CinemaScope drama, location sequences for which have already been filmed in South Africa.

UA Plans 48 For '54-5

(Continued from Page 1)

Lancaster, Stanley Kramer and the Russfield Corporation.

UA has just concluded an agreement with Aubrey Schenck and Howard W. Koch, Indie partners, to distribute six pictures for them. Among these will be Big House, USA, The Swamp Fox, and Desert Battalion. Two of the other three will be Westerns.

Work is about to begin on Paul Gregory's Night of the Hunter, Hecht-Lancaster's Gabriel Horn, Stanley Kramer's Not as a Stranger and Russfield-Voyager's Gentlemen Marry Brunettes. The latter film, starring Jane Russell and Jeanne Crain, will be shot in CinemaScope and color, in London, Paris and Monte Carlo, with Robert Bassler producing, Richard Sale directing.

Krim listed the ten features on UA's 1954-55 top category films as The Barefoot Contessa, The Purple Plain, Vera Cruz, Gentlemen Marry Brunettes, Not as a Stranger, Gabriel Horn, Night of the Hunter, Sitting Bull, Way West and Summer Time (formerly Time of the Cuckoo). All but Night of the Hunter and Not as a Stranger will be in color and three will be in CinemaScope. In the second category

some of which might go into the first, he listed Suddenly, Kiss Me Deadly, Stranger on Horseback, Black Tuesday, Star of India, Canyon Crossroads, Down Three Dark Streets, Shield for Murder, Lilacs in the Spring, Twist of Fate, Battle Taxi and Marty.

Meanwhile UA, according to William C. Heineman, v-p in charge of distribution, will release four features this September. The first, Suddenly, starring Frank Sinatra in his first film since From Here to Eternity and co-starring Sterling Hayden, leads off. It also has James Gleason and young Kim Charney. Next comes Khyber Patrol, in color, starring Richard Egan, Dawn Addams and Patric Knowles, followed by The Golden Mistress, Technicolor thriller with John Agar and Rosemarie Bowe. Last is Jesse James' Women, fast-moving Technicolor Western with Peggie Castle, Jack Beutel, Don Barry and Lita Baron.

To Reissue 'Yellow Ribbon'

RKO will reissue in September John Ford's Technicolor outdoor drama, She Wore a Yellow Ribbon, starring John Wayne, which originally did top business.



WE are living through a period of transition in our business. Many will probably not recognize the new form taking shape but evidence of change is apparent in many places. CinemaScope and wide screen are only part of the new picture. Many other things are happening.

We used to think of production and distribution in terms of the Big Five and the Little Three, in addition to which there were several smaller independent companies. One can no longer appraise the situation in these terms. There are today at least ten national producer-distributor organizations and it is possible there will be more. It is difficult to assess the relative importance of these companies but, certainly, the terms "Big Five" and "Little Three" have disappeared from our business. Today, any national distributing company is important to our business, not only because of the number of pictures which it distributes but because it is liable at any time to come up with a top click. When such a company does so, it demands, and usually gets, the same top terms as other companies.

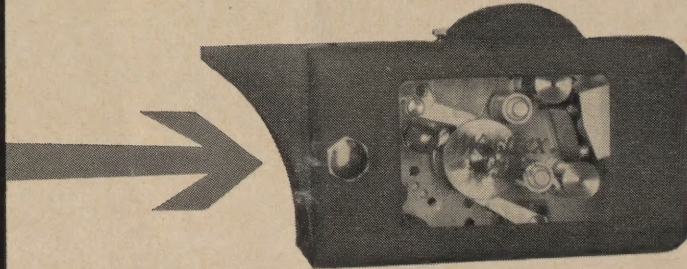
Divorcement of theatres from producers-distributors in the United States had had an important effect on the economics of our business. The producer-distributor-exhibitor companies were previously satisfied to make the bulk of their profits in exhibition. Today, being restricted to production and distribution only, they must chart their profit course accordingly. As a consequence, they are not so concerned if exhibition does or does not make money and it would appear that some have the idea that the profit-making potentialities of the exhibition segment of the business should be kept at the very minimum.

There is a great deal of talk that only the so-called "big pictures" can get patrons into theatres. This is not literally true unless one thinks only in terms of the very large theatres which need to garner terrific grosses in order to meet high basic overhead operating cost. There are, and will continue to be, plenty of smaller theatres which can exist and continue to make profits on less costly pictures which cater to a certain segment of movie patrons, provided they can buy these films on the right terms.

The cost of producing potential "big boxoffice pictures" is greater than ever and therefore it means a greater gamble on the part of the producers. This is one of the reasons that they seem determined that the potential returns should

(Continued on Page 7)

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Hitchcock's

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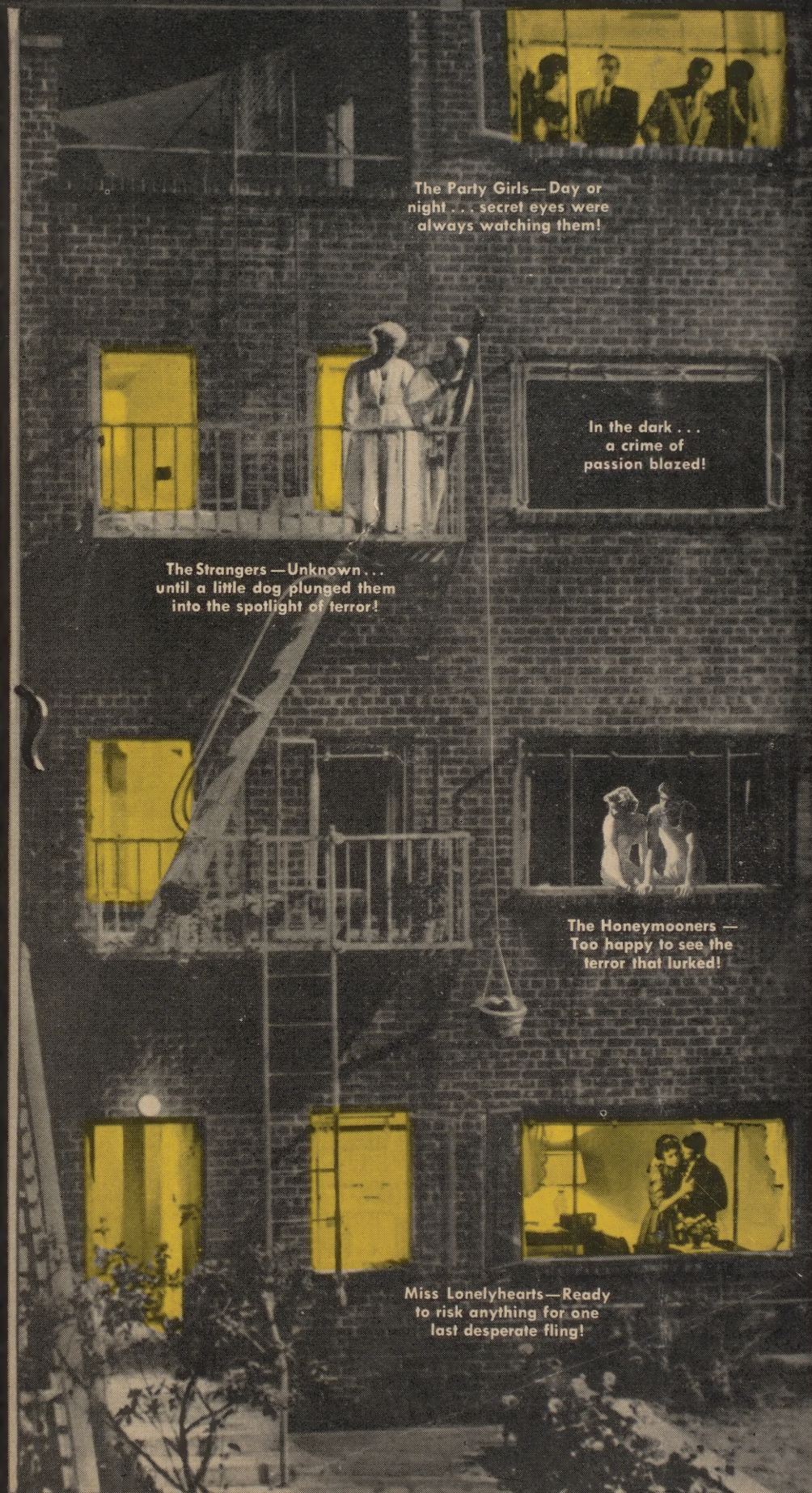
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—Film Daily

"Sturdy grossing in keys and elsewhere. Very earthy quality to relationship between Stewart and Miss Kelly. Both do fine job."

—Variety

"It's easy to review this for exhibitors. They should book it and play it. They will make money with it."

—Hollywood Reporter

"Bright boxoffice outlook. Tight suspense show."

—Daily Variety

ANOTHER SMASH HIT

FROM THE

COMPANY OF HITS

HERE'S ANOTHER

Paramount

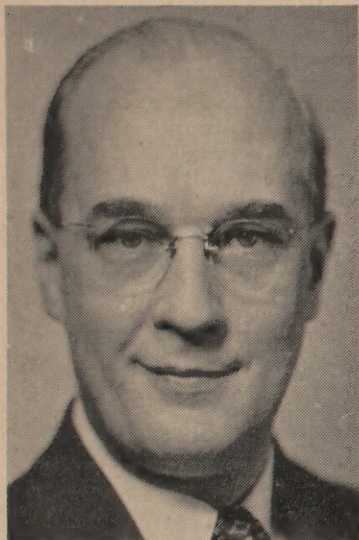
BLOCKBUSTER



DELL COREY · THELMA RITTER

FRED HITCHCOCK · Screenplay by JOHN MICHAEL HAYES

STORY BY CORNELL WOOLRICH · A PARAMOUNT PICTURE



HUGH SEDGWICK

Re-elected Canadian vice-president of the IATSE at the recent convention in Cincinnati. He moved from eighth vice-president of the IA to fifth.

Columbia, Facet To Make Film Jointly

In a continuing association with Columbia Pictures, Facet Productions, new British film company which scored a notable success in England with its initial venture, *The Detective*, is now finalizing plans for another Alec Guinness subject, *Madam Will You Walk?*

Peter Glenville, who recently directed the stage drama, *The Prisoner*, which starred Guinness, makes his debut as a film director on *Madam Will You Walk?* Vivian A. Cox will produce and Sydney Box is executive producer.

Republic Pact For Sterling Hayden

Sterling Hayden was signed recently to a long-term, multiple-picture contract by Herbert J. Yates, president of Republic, who announced simultaneously that Hayden will be starred with Vera Ralston in *Timberjack*, top-budgeted drama of the British Columbia timberlands which will be filmed in Trucolor by Consolidated on Vancouver Island and is scheduled to begin some time in September.

Three Companies To Make 'Big Combo'

Allied Artists' executive producer Walter Mirisch has announced that negotiations have been completed with Theodora Productions and Security Pictures to jointly produce *The Big Combo*, starring Cornel Wilde, Jack Palance and Jean Wallace.

The announcement is the latest development in Allied Artists' large-scale production plans, highlighted by the signing of John Huston, William Wyler and Billy Wilder.

BE GAMES VIA FOX CINEMASCOPE

A five-man 20th-Fox crew, joined by Charles Quick of Canadian Movietone News, moved into Vancouver during the British Empire Games to photograph the competition in CinemaScope. The crew, headed by Jack Painter, caught *The Mile of the Century* and the Peters marathon finish, along with other events. The background of the Rocky Mountains should add great beauty to the subject.

The footage was shipped to London and it is thought that it will be edited and recorded there to make it particularly interesting to British audiences.

Twentieth Century-Fox is said to have put up \$5,000 for the right to film the Games.

PRODUCTION DOWN, GROSSES UP

Hollywood production is down 21 per cent, notes Thomas M. Pryor in the *New York Times*, but attendance has increased and revenue is up. Top films are bringing returns considerably above expectations in many instances.

The unions report that employment is up, although there is still much unemployment because of the drop in production. *Hollywood Variety* states that 103 features went before the cameras since January.

PQ PIONEERS GOLF TOURNEY

All Canadian motion picture industry members are invited to join the members of the Quebec District of the Canadian Picture Pioneers at the first golf tournament, which will be held at the Lakeshore Golf & Country Club, Lachine, on Thursday, September 23.

The invitation was extended by Fred E. Peters of Montreal, president, and was made known to the Ontario District at the dinner which followed its tournament last week, by N. A. Taylor, national and Ontario head.

It is expected that the IATSE foursome which won the Ontario tournament will play in the Quebec one. On the team were Andy Pura, Frank Cox, Ralph Byford and Fred Cross.

Bill Mannard of United Amusements, 5887 Monkland Avenue, Montreal, is handling the tournament and dinner, for which the charge is \$5.

SET STANDARDS

(Continued from Page 1)

which also draw on other branches of private industry, as well as government departments, for personnel. Once established, exchanges of opinion take place by mail until a meeting is warranted.

The technical advances of the past few years make constant exchanges of views necessary if the soundest work is to result. This is as true of the Canadian Electrical Code as it is of motion picture photography. Too many ways of doing the same thing brings chaos and added costs and the members seek to prevent this.

There are two sub-committees of the many under the Canadian Electrical Code, Part I, being reconstituted right now which bear on industry interests.

One is the Sub-committee on Section 48, which deals with motion picture studios, projection rooms, film exchanges, film vaults and storehouses for nitrocellulose x-ray and photographic film. Chairman of this committee is James S. Bauer, supervisor of electrical equipment and installations for the Canadian Pacific Railway, Toronto.

Bauer has just asked T. S. Daley, University Theatre, Toronto to join C. Maybee of General Theatre Supply, Winnipeg, and John Ferguson, Famous Players' Winnipeg District supervisor, on the committee. Also members are chief inspectors Wm. J. Brake of Saskatchewan and M. Del Bagio of Winnipeg and R. Watson of the latter's staff. From the Canadian Standards Association are W. Mark, G. R. Cates and D. S. Martin.

Another Electrical Code group being peopled by its new chairman, J. E. Ritchie, Deputy Fire Marshall of Ontario, is the Sub-committee on Section 44, which is concerned with electrical installations in theatres. First appointee is William Devitt of Odeon Theatres (Canada) Limited.

Some years old now is also Committee Z7.1 on Motion Picture Photography, which has been headed by Gerald Graham of the National Film Board, with A. H. Simmons of Gevaert (Canada) Limited, Ottawa, as secretary.

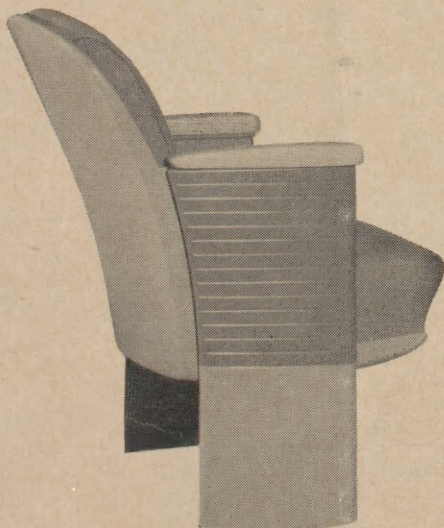
Three Actresses Set For 'Magic Fire'

Yvonne De Carlo, Rhonda Fleming and Rita Gam have been signed by Herbert J. Yates, president of Republic Pictures, and producer-director William Dieterle to star as the three women in *Magic Fire*, which will be filmed in Trucolor in Germany starting in September.

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AA TAKEOVER

(Continued from Page 1)

small-gauge chief at JARO. Right now the IFD head office and the Toronto branch are in the 20th Century Theatres building at 175 Bloor Street East, while the shipping and poster departments are in the Film Exchange Building at 277 Victoria Street, Toronto.

IFD's move means that in the future there will be three exchange buildings a few blocks east of the Film Exchange Building. MGM, now at 277 Victoria, is erecting its own building at the corner of Victoria and Gould, a half-block south of the new IFD quarters, while Paramount has plans for a new structure at Church and Gerrard, several blocks to the north-east.

Some \$12,000 will be spent for alterations by IFD.

Currently Rosen is busy lining up a sales staff for the Allied Artists takeover and he said he would announce the name of the new AA general sales manager shortly. The AA sales chief will succeed Frank Vaughan, who is under contract to JARO and who will assume other important company responsibilities as aide to Frank H. Fisher, Canadian general manager.

IFD's acquisition of the Allied Artists' franchise for Canada, which resulted from negotiations in which Rosen, IFD president N. A. Taylor and AA Canadian representative O. R. Hanson participated, along with top AA executives, seems timed with the company's "new program for entering the high budget picture field with top talent, while at the same time continuing our regular output of pictures in medium and lower budget brackets," as Steve Broidy, president, wrote to the stockholders.

AA has contracts for films to be made in Britain for it by such leading producer-directors as John Huston, Billy Wilder and William Wyler. Huston's feature, following his completion of *Moby Dick* for another company, will be Rudyard Kipling's *The Man Who Would Be King*. Sam Bischoff may also make a series of features under a deal with AA.

Ready now is Walter Wanger's *The Adventures of Hajji Baba*, with John Derek and Elaine Stewart, and coming is a CinemaScope spectacle being produced in partnership with 20th Century-Fox, *The Black Prince*, with Errol Flynn and Joanne Dru. David Niven, Yvonne De Carlo and Barry Fitzgerald are in *Tonight's the Night*.

Other films coming up are *The Annapolis Story*, with John Derek; *The Human Jungle*, with Gary Merrill and Jan Sterling; and *The Big Combo*, with Cornel Wilde, Jack Palance and Jean Wallace.



George Georgas Wins Canadian Film Weekly Golf Trophy

Although he tied with Lionel Axler of Toronto and Tom Naylor of Woodstock (83) for Individual Low Net in the Canadian Motion Picture Golf Championships, sponsored by the Ontario Division of the Canadian Picture Pioneers, George Georgas of Owen Sound won the draw. This got him the Canadian Film Weekly's challenge trophy, which is shown here being presented by Ben Halter of our staff as Tom Naylor looks on.

Columbia's Brazil Pic

Columbia has acquired worldwide distribution rights to Vera Cruz Productions' *Cangaceiro* (*The Bandit*), produced in Brazil. The picture won an award at the Cannes Festival.

MGM's 'Paris Story'

Anne Baxter and Steve Forrest head the cast of MGM's *Paris Story*, which will be filmed in color on location in the French capital. Mitchell Leisen is slated to do the directing.

Short Throws

CANADIAN Movietone News issued an all-Canada subject recently. The items were about the death of Emily Dionne, the visit of the Duke of Edinburgh and the British Empire Games. Shelly Films is the Canadian photographer for 20th Century-Fox.

SUNDAY drive-in operation in British Columbia, under threat of prosecution, is drawing to an end. Operated as charity shows sponsored by service clubs, they have been open on Sundays for several seasons and the government gets a ten-cents-per-head tax. Operators of standard theatres have threatened to open if the drive-ins weren't closed on the Sabbath. Three ozoners in Burnaby, Vancouver suburb, closed after the RCMP threatened to enforce the Lord's Day Act. Three others remained open but may be closed now on Sundays.

NICK LANGSTON, manager of the Capitol, Hamilton, got a \$1,000 bill and, accompanied by local movie columnist John Robinson, toured the town creating excitement and interest for JARO's *Man With a Million*.

HALF OF Canada's population will be within range of a TV transmitter by the end of this year and right now 7,000,000 can watch television. Canada has 13 transmitters and five will be added next year.

EMERGENCY depots established by film distributors will be serviced by Mavety Film Delivery Service, in case of a railway strike, state George Altman, president, and Clare Appel, executive director of the Canadian Motion Picture Distributors Association.

CHARITABLE organizations whose trailers were shown gratis recently are the Ontario Society for Crippled Children, The Salvation Army, Kinsmen's Illahee Lodge and The Navy League of Canada. They each wrote a letter thanking exhibitors through the Motion Picture Theatres Association of Ontario.

OUR BUSINESS

(Continued from Page 3)

merit such a gamble. Top drawing motion picture entertainment today is definitely enjoying a seller's market. We have never had too much of it at any time but, since it is more vital than ever to the welfare of so many exhibitors, such product now can, and does, dictate terms and admission prices.



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EYES
ARE
ON**

**OPTICAL
CINEMA\$COPE**

**Perkins
have it!**

PERKINS
ELECTRIC CO. LTD.

MONTREAL
VANCOUVER
TORONTO
MONCTON

GOLF TOURNEY

(Continued from Page 1)

ture Pioneers, which Dan Krendel and his committee made the best of its kind ever held. Each IA man got a mantel radio and a miniature, courtesy of Famous Players, Odeon, Empire-Universal, MGM and the Bank of Nova Scotia. The JARO lads got Senator desk lighters and miniatures, courtesy of Dave Ongley, IFD, Columbia, Tops Restaurant, Sovereign Films, Cardinal and Astral.

Fred Cross and Bernie Herman got 77 and Pete Myers 79 in the Individual Low Gross, A Flight (1 to 16 handicap) and the first-named won the draw to again acquire the Famous Players trophy and a record player. Herman got a pop-up toaster and Myers a dozen golf balls, all prizes being via the Imperial Bank, Royal Bank, Crosstown Motors and Ben Ulster.

Projectionists Local 173 trophy went to Gurston Allen, who was again the winner in the Individual Low Gross, B Flight (17 to 27 handicap) with an 84, he being followed by Dawson Exley and Monty Beder, with the former winning the draw and getting a pop-up toaster. Allen got a record player and Beder a dozen golf balls, with prizes coming from St. Andrew's Golf Club, The Telegram, H. M. Masters, Continental Can and Theatre Posters.

Other results:

Twentieth Century Theatres trophy for Individual Low Gross, C Flight: Bill Freedman (90), Michael Taylor and Vic Beattie (94). Prizes courtesy of General Films, Barnes & Davidson, United Artists, Adfilms, Canadian Automatic Confections, Alliance Films and Paramount Pictures.

Canadian Film Weekly trophy (see picture). Prizes were Ed Provan slacks, movable charcoal grill and six lbs. of hot dogs from Shopsy and a Grand & Toy thermos set.

Tom Daley trophy for Bookers Low Gross: S. Hanson (83), S. Sarick (86) and Z. Sheine (94). Prizes were Sainthill-Levine slacks, \$20 Robert Simpson money order and \$15 Canadian Film Weekly money order.

Winners in various nine-hole competitions were Andy Pura, Dave Romberg, Harry Wiseman, Nick Georgas, D. Clarke and C. Godfrey. C. Lynch took the 18-hole Individual Low Gross in the special awards for Affiliated Industries with a 77, while the Individual Low Net went to J. Vorvis for a 74.

Joe Paul of Welland was the oldest golfer and Bob Beder the youngest golfer, Dave Romberg won the gin rummy elimination contest and Lionel Lester was second. Trophies and prizes went to the winner and runner-up in the last-named event.



DID YOU SEE OUR '53 deficit figure on two-country tourism? Canadians spent \$63 million more in the USA, a country ten-times greater in population, than Americans did in Canada. So many Americans think of Canada living lushly on the Yankee tourist dollar that they consider you're kidding when you give them figures which show that we outspend them socially and outbuy them some years. The Chief of Police in Kennebunkport, Maine told Tom Daley and I that all the resorts in that area would have had a bad time this season if it wasn't for the thousands of Canadian tourists. Just thought you might be interested in these comments, since the motion picture industry, through the CCP-MPAA plan of boosting our tourism via USA screens, has a connection . . . You're round if you say

"Kenn-e-bunk," because all the local squares pronounce it "Kenn-ee-bunk" . . . Believe It or Leave It: 185,000 tons of rock dropped into the Niagara River at Niagara Falls, NY—right where Daley and I had stood a few days earlier. We sailed the pond in Boston Common on a swan boat and several days later 25 of the tame wild ducks that lived on it died mysteriously. A day after we went through Kittery, Maine an earthquake shook it. Do you want to buy the two USA \$2 bills I carried with me through all that? They're said to be very bad luck. It's a good thing Daley had the Luck o' the Irish with him . . . Want to make a Maine native froth? Tell him you prefer Nova Scotia lobster.

MGM SURE WHOOPED it up big for the seven unmarried House brothers from a farm near Port Stanley. Quite a House(ing) project, designed of course to increase rentals—on *Seven Brides for Seven Brothers*, which some claim is the best musical ever made. Understand the boys were a bit touchy. They asked and got an apology for something from the *London Free Press*, which furthered Fred Jackson's search for seven single brothers and got the first news of the Houses from a reader. Kinsmen sponsored the Canadian preem in Fred's house, Loew's London, and Leo the Lion coughed up \$500 for a local playground. The unsung hero of all this, if you ask me, is the person who phoned the paper . . . Bob Roddick bought himself a large old-time residence in the sleepy village of Bayfield, Ontario, to which he retired after quitting Famous Players in Halifax. This was the house of a famous character, Tudor Marks, who owned a grain elevator in the days when Bayfield, then the harbor for the whole Huron Tract, had about 20 hotels. Bob is living quietly among the vanished glories . . . Nice to see George Dowbiggin of Winnipeg at the Pioneers' golf tournament. He should have been given a prize as the pioneer from the most distant point. Among the out-of-towners were Jack Ward and Walt Lovett of Niagara Falls and Vern Hudson of St. Catharines . . . *Fridolin's* subtitled feature, *Tit-Coq*, will get a Famous Players first run in Toronto.

THE MONTREAL STAR columnist, Andy O'Brien, who will be heard in the NFB reel of the BE Games, tells this about that agonizing finish of marathoner Jim Peters of England. Cameraman Felix Lazarus shot a few of Peters' 12 downs-and-ups, then sat back to watch. Director Jack Olsen asked why he had stopped shooting. Said Felix: "This is the first marathon race I have ever seen—don't all the runners always come in in this way?" I don't believe it . . . Between 1900 and 1910 50,000 movie houses went into business in the USA and Canada—which is almost three times as many as there are today . . . Hoisted a few with Joe Tensee the other night and heard about his forthcoming sizzler, *Toronto Confidential*, of which he has six chapters done. Go, Joe, go! . . . There's a good one in Napier Moore's *Scratch Pad*, which appears in *The Financial Post*. A ticket agent told him about a telephone enquiry as to the cost of transporting a corpse to a distant point, made to a weary information girl. Asked the girl: "One way or return?" . . . *Shades of Victoria!* The People's Church on Bloor Street recently announced that its guest preacher the next Sunday would be "A Converted Actress." Wasn't there a time when actors weren't considered respectable enough to vote or be eligible for the Legion of Honor in France or a mandarin in China?

News Clips

James L. Smith of Alliance Films recently closed a deal for Canadian distribution of *Out of This World*, the Lowell Thomas feature . . . NFB 1,000-foot reel of the BE Games was cut from 16,000 feet . . . Criticism of CBC TV by Fitz, *Montreal Gazette* columnist, for using a program of old Chaplin films brought letters pro and con from readers. Commentator for the program was Walter O'Hearn, drama critic of *The Montreal Star* . . . Omaha tent of Variety Clubs International will entertain Chief Barker George Hoover at its annual field day and summer dinner dance . . . NABET, CIO affiliate, and the CBC have agreed to place contract renewal differences before a conciliation board.

Attendance at the recent six-day Calgary Stampede was a record 482,182 . . . Arthur M. Parry of Shell Oil of Canada was elected president of the Advertisers Guild recently . . . Crawley Films has a 16 mm. subject in work for Aluminium Fiduciaries Limited and another for General Foods Limited . . . Alfred Strowger, 79, for a quarter of a century manager of the old Grand Opera House in Hamilton, died recently in Niagara Falls . . . Next country to try its luck in the English-language market with dubbed films will be Mexico, which found that subtitles were unacceptable . . . Business in Australia has gone up considerably of late.

For Sale

450-seat theatre, well-located in town of 3,000. Modern projector and screen. In good repair. Price \$35,000. Terms can be arranged.

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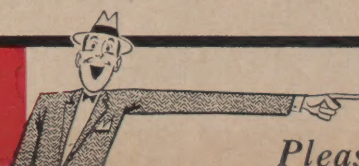
ABOUT.....

20th CENTURY-FOX'S DEMONSTRATIONS OF

THE ADVANCING TECHNIQUES

of

CINEMASCOPE



Please turn...

they saw SCENES FROM

DARRYL F. ZANUCK'S
THE EGYPTIAN
 Color by DE LUXE
 IN
CINEMASCOPE



JEAN SIMMONS · VICTOR MATURE · GENE TIERNEY
 MICHAEL WILDING · BELLA DARVI · PETER USTINOV
 and EDMUND PURDOM as The Egyptian

Don't short-change
 your patrons!
 Give them
CINEMASCOPE
 at its best...
 4-TRACK MAGNETIC
 STEREOGRAPHIC SOUND
 for best boxoffice results!

they said:

"Excellent! I enjoyed it very much."

—Sam Fingold, National Theatres, Toronto

"Fox deserves a lot of credit. Terrific improvement. Clear screen. Good detail. No blurring."

—Mr. Ben Okun, Biltmore Theatres, Toronto

"Something was definitely needed and I think this will solve the problem."

—Mr. Lou Consky, Molou, Haliburton; Fenelon, Fenelon Falls; Beaver, Minden; Champlain, Mattawa

"Panoramic scenes simply magnificent."

—Mrs. Yvonne Taylor, International Cinema and Towne Theatres, Toronto

"Baffling! Exciting! Tops in entertainment. Magnificent! A real rest from Television!"

—Mr. Jack Brockey, T. Eaton (Canada) Ltd.

"Very good. CinemaScope has definitely improved!"

—Mr. Jack Merlina, Uptown Theatre

"Very, very inspiring."

—W. Lester, United Amusements

"Best moving pictures produced."

—B. C. Salamis, Fairlyland, Montreal & Estrel, Ste. Marguerite, Que.

"Superior to previous CinemaScope — definitely more depth in background — sound improved."

—Geo. Champagne, Auditorium, Cartier, Roxy, Shawinigan Falls, Que.

"The tops of the Industry. Nothing can equal CinemaScope."

—G. T. Robert, Capitol Theatre, Three Rivers

"The most wonderful thing I have seen in my life."

—Ernest Quimet, Motion Picture Pioneer



Please turn...

*they
saw*

SCENES FROM

WOMAN'S WORLD

IN
CINEMASCOPE

Print by TECHNICOLOR

CLIFTON WEBB · JUNE ALLYSON · VAN HEFLIN · LAUREN BACALL
FRED MacMURRAY · ARLENE DAHL · CORNEL WILDE

Produced by CHARLES BRACKETT



they said:

"Tremendous. Theatre business has a lot to be thankful for in production of this type."

—Bob Shackelford, Lethbridge, Alta.

"Congratulations for the wonderful demonstration of New Show Business."

—J. L. Murphy, Mossbank-Eastend, Sask.

"Most natural photography. Great improvement. Impressed by Mr. Zanuck's definition. Also impressed by the background being as much in focus as the characters in the foreground."

—J. Luncholm, Swift Current, Sask.

"I think it is a great improvement from what we had seen before. I really enjoyed the demonstration and figure it is something each exhibitor should take very serious consideration of, and have their theatres equipped to show CinemaScope pictures."

—W. Welykholowa, Capitol Theatre, Kamsack, Sask.

"Very good! The sound is better than before. The picture in itself is sharper and I hope I can have this in my theatre soon."

—N. Cantin, Grand Theatre, McCreary, Man.

"It is absolutely wonderful. Motion Pictures are really starting to grow up. If we can keep advancing our techniques like this — we don't have to worry about TV."

—D. Rothstein, Rothstein Circuit

"After this morning's demonstration and seeing 20th Century-Fox plans for forthcoming productions, there is no doubt in my mind as to the future of this business."

—Harold Bishop, Manitoba Div. Mgr. Famous Players

"Very, very exceptional. What I appreciated most is the fact that it is possible to take this to the smaller centres and present it to our people to the same extent they would have in New York, Toronto, and larger places. There is no question that it is a great advance."

—P. W. Mahon, Prince Albert, Sask.

"By far the finest CinemaScope showing. Very clear and the good stories impressed me."

—Joe Brager,
Crescent Theatre, Calgary

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your patrons!
Give them
CINEMASCOPE
at its best...
4-TRACK MAGNETIC
STEREOPHONIC SOUND
for best boxoffice results!



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BROKEN LANCE Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark, Katy Jurado • **THERE'S NO BUSINESS LIKE SHOW BUSINESS** Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor • **DESIREE** Marlon Brando, Jean Simmons, Merle Oberon, Michael Rennie and Cameron Mitchell • **A MAN CALLED PETER** • **LORD VANITY** Samuel Shellabarger's finest novel • **DADDY LONG LEGS** Fred Astaire and Leslie Caron • **PRINCE OF PLAYERS** Richard Burton as Edwin Booth • **THE RACERS** Kirk Douglas and Gilbert Roland • **THE LEFT HAND OF GOD** • **SIR WALTER RALEIGH** • **BLACK WIDOW** Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner • **THE GUN AND THE CROSS** • **THE ENCHANTED CUP** • **THE QUEEN OF SHEBA** • **KATHERINE** • **THE GIRL IN THE RED VELVET SWING** • **JEWEL OF BENGAL** James Stewart • **TIGRERO!** • **THE WANDERING JEW** • **PINK TIGHTS** Sheree North • **THE MAN WHO NEVER WAS** • **SABER TOOTH** • **THE TALL MEN** Clark Gable • **ALEXANDER THE GREAT** produced by Frank Ross • **THE IRON HORSE** • **THE SEVEN YEAR ITCH** Marilyn Monroe • **THE KING AND I** by Rodgers and Hammerstein • **THE GREATEST STORY EVER TOLD** The Greatest Life Ever Lived as told by Fulton Oursler

they said:

"I was very much impressed and I would say without question that CinemaScope is the shot in the arm that the industry needs."

—Joe Lieberman, B & L Circuit, Saint John, N.B.

"It was very good. I think there is a big improvement over first CinemaScope pictures."

—L. Sprague, Gaiety Theatre, Lancaster, N.B.

"It is much better than the first time I saw it. I was very much impressed with it. Very good indeed."

—H. Goudey, Capitol Theatre, Summerside, P.E.I.

"It was very, very nice. I think it is a very big improvement over the old type film. What impressed me most was the depth. The potential box-office is very great. A wonderful program."

—Fred Gregor, Paramount and Majestic, New Waterford, N.S.

"It was very good indeed. I think it is a great improvement."

—M. Ellman, B & L Circuit, Saint John, N.B.

"I was very much impressed by this showing. Certainly the new lenses have given a finer picture. I enjoyed it very much, and so did my partner, Mr. Philip Barkhouse."

—R. Hazel, Port Hawkesbury, N.S.

"I wish I had it in my theatre. A wonderful transformation from the old to the new."

—Sam Tyler, Rivoli Theatre, Stonewall, Man.



APACHE

with Burt Lancaster, Jean Peters
UA (Color) 91 Mins.
FIRST IN AN ADVENTURE
BASED ON A TRUE HISTORY.
WELL TOLD ACTION
WILL GIVE SPECTACULAR
TION.

Continuing the epic saga of the Apache people, detailing the life of the first delivery by the United States Army to the Apache people, replete with the show, excitement, and now how,

It shows the eminently suitable sorts of audience that the production has. The show plenty of substance. Burt Lancaster again applies himself with vigor and acrobatic prowess as "Massai," the last of the Apaches to bow before white supremacy.

Jean Peters is the squaw in Burt's life and before they see eye to eye he gives her a bad time since he thought she was responsible for his misery. Sound support is also the rule.

Disgusted with the turn of Apache events when Geronimo surrenders, Lancaster upsets the truce meeting and is arrested. Together with Monte Blue, who plays the renegade chief, Lancaster is sent off to Florida exile. En route he escapes.

It is a long trek back to Apache country and Burt makes his way painfully, pausing for a while at the farm of a Cherokee who has adopted the white man's farming methods — corn. On reaching his reservation he is denounced by Guilfoyle, who has an inclination for fire water. Once more Burt gains his freedom and seeks vengeance. He proves a dangerous one man whirlwind, makes war on all Apache enemies. Finally he snatches Jean and makes off into the mountains with her. They reconcile and marry, native style. Passing the Winter they greet the Spring and plant corn. But the Army closes in. As Burt is about to be taken Jean bears him a son and he throws down his rifle. Peace settles.

CAST: Burt Lancaster, Jean Peters, John McIntyre, Charles Buchinsky, John Dehner, Paul Guilfoyle.

CREDITS: Producer, Harold Hecht; Director, Robert Aldrich; Screenplay, James R. Webb; From the novel by Paul I. Wellman; Photography, Ernest Laszlo.

DIRECTION: Effective.

PHOTOGRAPHY: Good.

20th-Fox 'Prince Of Players'

Richard Burton and Maggie McNamara will star in 20th-Fox Prince of Players.

7 BRIDES FOR 7 BROTHERS

MGM

with Howard Keel, Jane Powell
(Anasco-CinemaScope)

103 Mins.

DELIGHTFUL, INGRATIATING ENTERTAINMENT. THAT THE AUDIENCE WILL BE PLEASED IS AN EASY PREDICTION. WELL TURNED OUT PRODUCTION.

In the realm of lightweight romance, music, the dance and general application of the knowing and resourceful hand, this snappy number produced by Jack Cummings stands apart. It furnishes a delightful narrative performed with obvious relish by a lot of accomplished young people. Exuding warmth and plenty of visual movement, the script by Albert Hackett, Frances Goodrich and Dorothy Kingsley is an expert, glibly contrived affair that does very well by the short story, *The Sobbin' Women*, by Stephen Vincent Benet.

Michael Kidd's contribution in the choreography department gives strong values. The proceedings are simple and somewhat earthly. The manner in which they are presented makes for an ingratiating quality that will hold the audience in rapt and pleased attention.

Smartly guided in the direction of Stanley Donen the story moves along its course with gusto and charm, plus high comedy and moments of bright action that are handsomely dealt with in CinemaScope projection.

Yarn is set in the Oregon of 1850 and details the problem that confronts Howard Keel. Eldest brother in a collection of seven, he comes a-trading and encounters Jane Powell. She is a waitress. He proposes and is accepted on the spot. Same day he returns to his wilderness home and Jane meets her brothers-in-law. They are a collection of unmannered, surly types with no inhibitions and clearly in need of reform, in addition to shaves, haircuts and soap and water. Taken aback, for only a moment, Jane applies herself to the task of housekeeping and shaping up her immediate kin. They emerge from their chin whiskers a generally handsome lot.

She teaches them the social graces, including dancing and sets the stage for their varied romances which takes place at a barn raising. This proves one of the highlights of the story for the boys are sorely provoked by the town slickers after the local belles fall for them. Following a bucolic dancing session teams are named and the barn raising proceeds. It winds up in a brawl that is brilliantly handled for ultimate comedy and fine destruction.

Later Keel tells his brothers about the sobbin' women. He means the Sabine women of ancient Rome and how they were carried off and remained to like it fine. This gives the lads ideas and they go to town, kidnap their respective girls and take them home.irate town-folk give chase but a snow slide blocks pursuit and that lasts all Winter. By the time Spring arrives Jane has a baby and there is romance all over the farmstead. Yarn ends on a delightful story note with all the boys marrying all the girls.

Cast headed by Keel and Jane are in fine form, meeting all requirements with artistry and nicely turned conviction. George Folsey's Anasco color lensing is first rate.

CAST: Howard Keel, Jane Powell, Jeff Richards, Russ Tamblyn, Tommy Rall, Marc Platt, Matt Mattox, Jacques D'Amboise, Julie Newmeyer, Nancy Kilgas, Betty Carr, Virginia Gibson, Ruta Kilmonis, Norman Daggett, Ian Wolfe, Howard Petrie, Earl Barton, Dante DiPaola, Kelly Brown.

CREDITS: Producer, Jack Cummings; Director, Stanley Donen; Screenplay, Albert Hackett, Frances Goodrich, Dorothy Kingsley; From a story by Stephen Vincent Benet; Lyrics, Johnny Mercer; Music, Gene De Paul; Musical direction, Adolph Deutsch; Dances, Michael Kidd; Photography, George Folsey; Art, Cedric Gibbons, Urie McCleary; Editor, Ralph E. Winters; Sound, Douglas Shearer; Sets, Edwin B. Willis, Hugh Hunt.

DIRECTION: Smart.

PHOTOGRAPHY: Fine.

VISTAVISION BOW AT RADIO CITY

A sweeping change in the technique of motion picture presentation, which will be of great importance to the moviegoing public through its ability to portray startlingly realistic and life-like visual entertainment, is promised for early this Fall, when Irving Berlin's *White Christmas*, first picture ever produced in VistaVision, will have its world premiere at the Radio City Music Hall, New York.

VistaVision, says Paramount, is a production and presentation process which accomplishes reality on a screen of spectacular height and breadth with the most startling clarity ever attained. The life-like realism which it brings to the screen is due to the use of special cameras, which photograph tremendously over-sized negatives, and by a new Technicolor process.

GARDEN OF EVIL

with Gary Cooper, Susan Hayward,
Richard Widmark

(CinemaScope-Technicolor)

20th-Fox

100 Mins.

FINE WESTERN FARE WITH UNUSUAL STORY BASIS. IMPROVED CINEMASCOPE DOES GOOD THINGS TO THE PRODUCTION. PLENTY SATISFACTORY.

In the advanced CinemaScope technique, *Garden of Evil* evolves a brilliantly filmed Western drama of considerable potency and pictorial appeal.

Produced for vivid impact by Charles Brackett on Mexican locations, Frank Fenton's screenplay was developed from an unusual yarn by Fred Freiberger and William Tunberg.

En route to the California gold fields in 1850, Cooper, Widmark and Mitchell are compelled to hang around a sleepy Mexican port when their ship breaks down.

At their ease in a cantina and listening to Rita Moreno sing, they are stirred from their reveries by the abrupt appearance of Susan Hayward, who has just ridden in from the bush. Her husband, a miner, is trapped in their gold diggings and she needs assistance.

She offers the trio \$2,000 in gold, apiece. They secure horses, go along. The country is dangerous what with marauding Indians. The going is hazardous and it is indicated that the mission is more than mere mercy. Suspensions are aroused. Tempers are disturbed. Evil becomes rampant. The mine is reached in time to save Hugh Marlowe. With Indians making their presence known it is important that everyone makes tracks but fast.

The group leaves the diggings and soon their numbers are decimated until only Cooper, Widmark and Susan survive, get to comparative safety. Cards decide who shall remain behind and hold off the Indians. Widmark wins. As Cooper and Susan ride off there is considerable shooting. Once the woman is safe Cooper rides back to Pal Richard, finds him dying. Widmark admits to having cheated Cooper in order to give the two their chance for happiness.

CAST: Gary Cooper, Susan Hayward, Richard Widmark, Hugh Marlowe, Cameron Mitchell, Rita Moreno, Victor Manuel Mendoza.

CREDITS: Producer, Charles Brackett; Director, Henry Hathaway; Screenplay, Frank Fenton; Story, Fred Freiberger, William Tunberg; Photography, Milton Krasner, Jorge Stahl, Jr.

DIRECTION: Pungent.

PHOTOGRAPHY: Fine.

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AND HELL



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"ONE OF THE FINEST THRILLERS"
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Combine to bring you a masterpiece of mood, mystery and relentless suspense!

"HIGH SUSPENSE AND PLENTY OF TENSION"
—JOURNAL-AMERICAN

★ ★ ★ ★ ★
"RATES WITH THE 3rd MAN"
—N.Y. MIRROR

"A MASTERPIECE!"
—WASH. POST

"SUSPENSE JUST SHORT OF FRENZY"
—WORLD-TELE-SUN

★ ★ ★ ★ ★
"HIGH VOLTAGE EXCITEMENT"
—HERALD-TRIBUNE

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